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AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

Claim 1 (Withdrawn): A method of determining continued compliance of an online entity doing business in electronic commerce the method comprising:

monitoring an attribute of the online entity

executing a compliance process on a certification system to determine ongoing compliance of the online entity using a rule set based at least in part on the monitored attribute; and

automatically taking an action with the certification system with respect to a dynamically generated electronic seal of certification based upon the determination.

Claim 2 (Withdrawn): The method of claim 1 further comprising dynamically updating the rule set.

Claim 3 (Withdrawn): The method of claim 2 wherein the rule set is periodically updated.

Claim 4 (Withdrawn): The method of claim 1 wherein the rule set is based at least in part on another party's risk of dealing with the online entity in the electronic commerce.

Claim 5 (Withdrawn): The method of claim 1 wherein the rule set determines a score for the online entity based on compliance of the online entity to the requirements.

Claim 6 (Withdrawn): The method of claim 5 wherein the appropriate action is based at least in part on the score.

Claim 7 (Withdrawn): The method of claim 6 wherein automatically taking the appropriate action comprises the certification system automatically escalating to an action selected from a group consisting of a manual process and an automated process depending upon the score.

Claim 8 (Withdrawn): The method of claim 1 wherein automatically taking the action comprises automatically revoking approval for the seal of certification with the certification system.

Claim 9 (Withdrawn): The method of claim 1 wherein automatically taking the action comprises automatically placing the online entity on probation with the certification system.

Claim 10 (Withdrawn): The method of claim 9 wherein probation comprises manually overriding at least a part of the rule set.

Claim 11 (Withdrawn): The method of claim 1 wherein the rule set is based at least in part of a behavior of the online entity in connection with an online dispute resolution system.

Claim 12 (Withdrawn): The method of claim 1 wherein monitoring comprises receiving feedback regarding the online entity from another party in the electronic commerce for use as the attribute of the online entity.

Claim 13 (Withdrawn): The method of claim 1 wherein the electronic commerce comprises an electronic marketplace.

Claim 14 (Withdrawn): The method of claim 1 wherein the electronic commerce comprises commerce involving a website.

Claim 15 (Withdrawn): The method of claim 1, further comprising determining compliance of the online entity based at least in part on feedback from the electronic commerce in response to activities of the online entity in the electronic commerce.

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Claim 16 (Withdrawn): The method of claim 1, wherein the attributes include at least one of a history of behavior of the online entity with respect to the electronic commerce, a country of residence, one or more categories of sales, feedback from a marketplace, and feedback from online sales activity.

Claim 17 (Withdrawn): The method of claim 1 wherein automatically taking the appropriate action comprises automatically requiring an increased level of verification for the attributes.

Claim 18 (Withdrawn): The method of claim 1 wherein monitoring comprises detecting an increase in sales activity in the electronic commerce by the online entity, and wherein automatically taking the appropriate action comprises automatically requiring an increased level of verification for the online entity in response to the detected increase in sales activity in the electronic commerce.

Claim 19 (Withdrawn): The method of claim 1, wherein monitoring comprises detecting an increase in a number of online disputes associated with the online entity, and wherein automatically taking the appropriate action comprises automatically requiring an increased level of verification for the online entity in response to the detected increase in online disputes.

Claim 20 (Withdrawn): The method of claim 1, comprising:

receiving a request for approval of the dynamically generated electronic seal of certification;

first determining compliance of the online entity using a first rule set based at least in part of based on compliance of the online entity with requirements for the seal of certification;

approving or denying the request based upon the first determination;

if approved, monitoring attributes of the online entity;

second determining compliance of the online entity using a second rule set based at least in part on the attributes of the online entity in the electronic commerce; and

automatically taking the appropriate action based upon the second determination.

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Claim 21 (Withdrawn): The method of claim 1, further comprising dynamically generating a media object representative of the seal of certification.

Claim 22 (Withdrawn): The method of claim 21, further comprising dynamically updating the media object with the certification system based upon the determination.

Claim 23 (Withdrawn): The method of claim 21, further comprising displaying the dynamically generated media object on a website associated with the online entity.

Claim 24 (Withdrawn): The method of claim 21, further comprising displaying the dynamically generated media object in association with an individual listing in an online marketplace.

Claim 25 (Withdrawn): The method of claim 1, further comprising controlling the display of the electronic seal of certification on an item-by-item level for a set of items offered in the electronic commerce by the online entity.

Claim 26 (Withdrawn): The method of claim 25, wherein displaying further comprises displaying the electronic seal of certification to include identifiers for the items.

Claim 27 (Withdrawn): The method of claim 1, further comprising:

receiving a selection from the online entity that specifies one or more items from a plurality of items offered in the electronic commerce by the online entity; and

displaying the electronic seal of certification in association with those selected items in response to the selection.

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Claim 28 (Withdrawn): The method of claim 1, further comprising:

continuously updating by the ongoing compliance process a current status of the online entity in a database of the certification system;

confirming in real-time a current status of the online entity in the database in response to a certification request; and

displaying the seal of certification in a customized manner based upon criteria in the database.

Claim 29 (Withdrawn): The method of claim 28, wherein displaying the seal of certification comprises dynamically displaying information specific to the online entity.

Claim 30 (Withdrawn): The method of claim 28, wherein the information comprises at least one of a marketplace identification or a business name for the online entity.

Claim 31 (Withdrawn): The method of claim 28, wherein displaying the seal of certification comprises dynamically displaying information specific to a specific program within an online marketplace.

Claim 32 (Withdrawn): The method of claim 28, wherein the information specifies a particular sub-marketplace of the marketplace.

Claim 33 (Withdrawn): The method of claim 28, wherein displaying the seal of certification comprises dynamically displaying information specific to specific programs displayed through a search engine or when rendered in a website.

Claim 34 (Withdrawn): The method of claim 28, wherein displaying the seal of certification comprises varying a current date, a marketplace identification, a business name, business license details, marketplace-specific verifications, and buyer protection details.

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Claim 35 (Withdrawn): A system comprising:

a periodically updated datastore of attributes of an online entity doing business in the electronic commerce;

a rules filter operatively coupled to the datastore configured to determine compliance based at least in part on the attributes of the online entity in the electronic commerce.

Claim 36 (Withdrawn): The system of claim 35 wherein the rules filter is dynamic.

Claim 37 (Withdrawn): The system of claim 35 wherein the rules filter is periodically updated.

Claim 38 (Withdrawn): The system of claim 35 wherein the rules filter is based at least in part on another party's risk of dealing with the online entity in the electronic commerce.

Claim 39 (Withdrawn): The system of claim 35 wherein the rules filter determines a score for the online entity based on compliance of the online entity to the requirements.

Claim 40 (Withdrawn): The system of claim 39 wherein the rules filter is adapted to take an appropriate action based at least in part on the score.

Claim 41 (Withdrawn): The system of claim 40 wherein the appropriate action comprises escalation to an action selected from the group consisting of a manual process and an automated process depending upon the score.

Claim 42 (Withdrawn): The system of claim 35 wherein the action comprises revoking approval for the seal of certification.

Claim 43 (Withdrawn): The system of claim 35 wherein the action comprises placing the online entity on probation.

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Claim 44 (Withdrawn): The system of claim 35 wherein the electronic commerce comprises an electronic marketplace.

Claim 45 (Withdrawn): The system of claim 35 wherein the electronic commerce comprises commerce involving a website.

Claim 46 (Withdrawn): The system of claim 35 wherein the attributes include feedback regarding the online entity from another party in the electronic commerce.

Claim 47 (Withdrawn): The system as in claim 35, wherein the system:

continuously updates a current status of the online entity in the database;

confirms in real-time a current status of the online entity in the database in response to a certification request; and

displays the seal of certification in a customized manner based upon criteria in the database.

Claim 48 (Withdrawn): A system for ensuring an online entity meets requirements for a seal of certification, the requirements based on business activities of the online entity in electronic commerce, the system comprising:

an aggregated database configured to store data reflecting a monitored status of attributes of the online entity in connection with the electronic commerce; and

a server configured to generate a media object representative of the seal of certification, the media object adapted to be communicated to a device for presentment to a user,

wherein the server dynamically generates the media object based upon the monitored status.

Claim 49 (Withdrawn): The system of claim 48 wherein the data comprises attributes of the online entity.

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Claim 50 (Withdrawn): The system of claim 48 wherein the data comprises commercial activity of the online entity in the electronic commerce.

Claim 51 (Withdrawn): The system of claim 48 wherein the data is representative of feedback regarding the online entity by another party using the marketplace or feedback related to online selling activities of the online entity.

Claim 52 (Withdrawn): The system of claim 51 wherein the another party is an entity having had a commercial transaction with the online entity in the electronic commerce.

Claim 53 (Withdrawn): The system of claim 48 wherein the electronic commerce comprises an electronic marketplace.

Claim 54 (Withdrawn): The system of claim 48 wherein the electronic commerce comprises commerce involving a website.

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Claim 55 (Currently Amended): A method of communicating a commitment made by an online entity in an online marketplace to a selling practice, the commitment communicated to a potential buyer in the online marketplace, the method comprising:

accepting the commitment by the online entity in the online marketplace to the selling practice prior to any interaction in the online marketplace between the online entity and the potential buyer;

monitoring compliance of the online entity with the commitment to the selling practice during previous interactions with previous buyers, prior to any interaction in the online marketplace between the online entity and the potential buyer;

when the entity fails to comply with the commitment to the selling practice, automatically restricting display of the online entity as a result of a search engine; and

when the entity complies with the commitment to the selling practice, delivering a media object to a device for presentment to the potential buyer, the media object representative of the commitment and comprising an electronic seal of certification.

Claim 56 (Original): The method of claim 55 wherein the selling practice comprises use of an online payment system.

Claim 57 (Previously Presented): The method of claim 55 wherein the selling practice comprises providing a buyer guarantee to address post-sale buyer dissatisfaction.

Claim 58 (Original): The method of claim 57 wherein the buyer guarantee is monetary.

Claim 59 (Original): The method of claim 57 wherein the buyer guarantee is service delivery monetarily backed.

Claim 60 (Original): The method of claim 57, wherein the buyer guarantee comprises a guarantee provided by a third party.

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Claim 61 (Original): The method of claim 57 wherein the online entity selects a guarantee level.

Claim 62 (Original): The method of claim 60 wherein differing levels of the guarantee level have different prices to the online entity.

Claim 63 (Original): The method of claim 55 wherein the delivering is optional with the online entity.

Claim 64 (Original): The method of claim 55 wherein accepting the commitment comprises accepting the commitment online.

Claim 65 (Cancelled).

Claim 66 (Previously Presented): The method of claim 55 further comprising delivering a non-unique second media object supplied by a system associated with an online marketplace.

Claim 67 (Previously Presented): The method of claim 66 wherein the media object which is representative of the commitment is unique to the online entity and presented together with the second media object supplied by the system of the online marketplace.

Claim 68 (Previously Presented): The method of claim 55, further comprising:

allowing the potential buyer to request information regarding the commitment using the media object; and

delivering information representative of the commitment to the potential buyer.

Claim 69 (Previously Presented): The method of claim 68 wherein the allowing step is accomplishing by allowing the potential buyer to click on the media object.

Claim 70 (Previously Presented): The method of claim 55, further comprising displaying the media object to include a marketplace identification or a business name for the online entity.

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Claim 71 (Previously Presented): The method of claim 55, further comprising displaying the media object to include information specific to a program within an online marketplace.

Claim 72 (Previously Presented): The method of claim 55, further comprising displaying the media object to include a particular sub-marketplace of the marketplace.

Claim 73 (Previously Presented): The method of claim 55, further comprising displaying the media object to include information for a specific result displayed through the search engine.

Claim 74 (Currently Amended): A method of communicating a commitment by an online entity in electronic commerce to a selling practice, the commitment communicated to a potential buyer in the electronic commerce, the method comprising:

accepting the commitment by the online entity in the electronic commerce to the selling practice prior to any interaction in the electronic commerce between the online entity and the potential buyer;

after accepting the commitment, delivering a media object representative of the commitment and comprising an electronic seal of certification to a device for presentment to the potential buyer;

monitoring compliance of the online entity to the commitment <u>during previous interactions with previous buyers</u>; and

updating the media object to indicate lack of compliance with the selling practice when the monitoring step indicates lack of compliance with the selling practice.

Claim 75 (Original): The method of claim 74 wherein the selling practice comprises use of an online payment system.

Claim 76 (Previously Presented): The method of claim 74 wherein the selling practice comprises providing a buyer guarantee to address post-sale buyer dissatisfaction.

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Claim 77 (Currently Amended): The method of claim 74 wherein the monitoring step comprises monitoring feedback from users interacting with the online entity in ~~of~~ the electronic commerce or from online sales activities.

Claim 78 (Original): The method of claim 74 wherein the monitoring step is accomplished periodically.

Claim 79 (Original): The method of claim 74 wherein the monitoring step is accomplished at least daily.

Claim 80 (Cancelled).

Claim 81 (Original): The method of claim 74 wherein the electronic commerce comprises an electronic marketplace.

Claim 82 (Original): The method of claim 74 wherein the electronic commerce comprises commerce involving a website.

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Claim 83 (Currently Amended): A system for communicating a commitment by an online entity in electronic commerce to a selling practice, the commitment communicated to a potential buyer in the electronic commerce, the system comprising:

a datastore configured to store data reflecting the commitment by the online entity, the commitment made prior to any interaction in the online commerce between the online entity and the potential buyer, and configured to store data reflecting whether the online entity ~~is in compliance~~ has complied with the selling practice during previous interactions with previous buyers; and

a server configured to control the display of a media object representative of the commitment and comprising an electronic seal of certification, and to automatically control whether the media object is communicated to a device for presentment to the potential buyer based on whether the stored data of the datastore indicates the commitment and compliance with the selling practice by the entity during the previous interactions with the previous buyers.

Claim 84 (Original): The system of claim 83 wherein the selling practice comprises use of an online payment system.

Claim 85 (Previously Presented): The system of claim 83 wherein the selling practice comprises providing a buyer guarantee to address post-sale buyer dissatisfaction.

Claim 86 (Original): The system of claim 83 wherein the electronic commerce comprises an electronic marketplace.

Claim 87 (Original): The system of claim 83 wherein the electronic commerce comprises commerce involving a website.

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Claim 88 (Withdrawn): A system for communicating a commitment by each of a plurality of online entities in electronic commerce to a selling practice, the commitment communicated to a potential buyer in the electronic commerce, the system comprising:

a datastore configured to store data defining a set of online entities, each the set of online entities having a unique identity;

a datastore configured to store data reflecting the commitment to the selling practice of each of the set of online entities; and

a server configured to generate a set of media objects,

wherein the media objects are retrievable based upon the unique identity, each of the media objects represents a seal of certification for a corresponding one of the set of online entities, and each of the media objects has indicia representative of the commitment of the corresponding one of the set of online entities.

Claim 89 (Withdrawn): The system of claim 88 wherein the selling practice comprises use of an online payment system.

Claim 90 (Withdrawn): The system of claim 88 wherein the selling practice comprises a buyer guarantee level.

Claim 91 (Withdrawn): The system of claim 88 wherein the electronic commerce comprises an electronic marketplace.

Claim 92 (Withdrawn): The system of claim 88 wherein the electronic commerce comprises commerce involving a website.

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Claim 93 (Withdrawn): A system for communicating a commitment by each of a plurality of online entities in electronic commerce to online dispute resolution, the commitment communicated to a potential buyer in the electronic commerce, the method comprising:

a datastore configured to store data defining a set of online entities, each of the set of online entities having a unique identity and certification status;

a datastore configured to store data reflecting the commitment to the online dispute resolution of each of the set of online entities; and

a server configured to generate a set of media objects,

wherein the media objects are retrievable based upon the unique identity, each of the media objects represents a seal of certification for a corresponding one of the set of online entities, and each of the media object has indicia representative of the commitment of the corresponding one of the set of online entities.

Claim 94 (Withdrawn): The system of claim 93 wherein the electronic commerce comprises an electronic marketplace.

Claim 95 (Withdrawn): The system of claim 93 wherein the electronic commerce comprises commerce involving a website.

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Claim 96 (Withdrawn): A system comprising:

a datastore configured to store data related to compliance of an online entity with requirements for a seal of certification in electronic commerce;

a rule set to determine compliance with the requirements, the rule set operatively coupled to the datastore and adapted to be applied against attributes of the online entity in the electronic commerce;

an escalation module adapted to be applied against results of the rule set to invoke automatic or manual process with respect to the seal of certification;

a prioritization module using results from the rule set and time to prioritize the manual process; and

a server configured to generate a media object representative of an action taken with respect to the online entity as a result of the automatic or manual process and adapted to communicate the media object to a device for presentment to a user.

Claim 97 (Withdrawn): The system of claim 96 wherein the electronic commerce comprises commerce involving a website.

Claim 98 (Withdrawn): The system of claim 96 wherein the electronic commerce comprises an electronic marketplace.

Claim 99 (Withdrawn): The system of claim 96 wherein the attributes comprise electronic marketplace data.

Claim 100 (Withdrawn): The system of claim 99 wherein the electronic marketplace data comprises historical marketplace data.

Claim 101 (Withdrawn): The system of claim 100 wherein the historical marketplace data comprises sales characteristics.

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Claim 102 (Withdrawn): The system of claim 100 wherein the historical marketplace data comprises a reputation rating.

Claim 103 (Withdrawn): The system of claim 99 wherein the marketplace data comprises current marketplace data.

Claim 104 (Withdrawn): The system of claim 103 wherein the current marketplace data comprises sales characteristics.

Claim 105 (Withdrawn): The system of claim 103 wherein the current marketplace data comprises a reputation rating.

Claim 106 (Withdrawn): The system of claim 99 wherein the marketplace data comprises both current and historical marketplace data.

Claim 107 (Withdrawn): The system of claim 96 wherein the attributes comprise information related to online dispute resolution.

Claim 108 (Withdrawn): The system of claim 96 wherein the attributes comprise at least one personal identity, personal address, property rights, employment information and business information.

Claim 109 (Withdrawn): The system of claim 96 wherein the prioritization module sets a higher priority for the online entity for which the results indicate a greater lack of compliance with the requirements.

Claim 110 (Withdrawn): The system of claim 102 wherein the prioritization module sets a higher priority for a greater period of time in which the online entity is not in compliance with the requirements.

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Claim 111 (Withdrawn): A method of administering a plurality of entities in electronic commerce having requirements for a seal of certification, comprising the steps of:

monitoring attributes of the plurality of online entities;

determining compliance with the requirements for the seal of certification using a predetermined rule set and the attributes;

providing each of the plurality of online entities with a score representative of a degree of the compliance; and

prioritizing each of the plurality of online entities who do not meet the requirements based upon the score for a corresponding one of the plurality of online entities and a length of time the corresponding one of the plurality of online entities have not met the requirements.

Claim 112 (Withdrawn): The method of claim 111 further comprising the step of displaying the score for a user.

Claim 113 (Withdrawn): The method of claim 112 further comprising the step of the user manually intervening in the determining step.

Claim 114 (Withdrawn): The method of claim 111 wherein the rule set is dynamic.

Claim 115 (Withdrawn): The method of claim 114 wherein the rule set is periodically updated.

Claim 116 (Withdrawn): The method of claim 111 wherein the rule set is based at least in part on another party's risk of dealing with the online entity in the electronic commerce.

Claim 117 (Withdrawn): The method of claim 111 wherein the electronic commerce comprises an electronic marketplace.

Claim 118 (Withdrawn): The method of claim 111 wherein the electronic commerce comprises commerce involving a website.

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Claim 119 (Withdrawn): A method of indicating an online entity meets requirements for a seal of certification in one of a plurality of sectors of online marketplace, comprising the steps of:

determining compliance of the online entity with the requirements of the seal of certification in the one of the plurality of sectors of the online marketplace;

maintaining a dynamic media object representative of the seal of certification in connection with the one of the plurality of sectors of the online marketplace; and

communicating the media object to a device for presentment to a user of the one of the plurality of sectors of the online marketplace.

Claim 120 (Withdrawn): The method of claim 119 wherein the requirements are individualized for each of the plurality of sectors of the online marketplace.

Claim 121 (Withdrawn): The method of claim 119 requirements are based at least in part on another party's risk of dealing with the online entity in the online marketplace.

Claim 122 (Withdrawn): The method of claim 119 wherein the one of the plurality of sectors of the online marketplace is a travel sector.

Claim 123 (Withdrawn): The method of claim 119 wherein the one of the plurality of sectors of the online marketplace is an automotive sector.

Claim 124 (Withdrawn): The method of claim 119 wherein the one of the plurality of sectors of the online marketplace is a jewelry sector.

Claim 125 (Withdrawn): The method of claim 119 wherein the one of the plurality of sectors of the online marketplace is a business sector.

Claim 126 (Withdrawn): The method of claim 119 wherein the one of the plurality of sectors of the online marketplace is an industrial sector.

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Claim 127 (Withdrawn): A system for indicating that one of a plurality of online entities meets requirements for a seal of certification in one of a plurality of sectors of online marketplace, comprising:

a datastore configured to store data reflecting a status of the plurality of online entities with the requirements of the seal of certification; and

a server configured to generate a plurality of media objects, each of the plurality of media objects representative of the seal of certification for a corresponding one of the plurality of online entities in a particular one of the plurality of sectors of the online marketplace and adapted to communicate a selected one of the plurality of media objects corresponding to the one of the plurality of online entities in the one of a plurality of sectors of the online marketplace.

Claim 128 (Withdrawn): The system of claim 127 wherein the requirements are individualized for each of the plurality of sectors of the online marketplace.

Claim 129 (Withdrawn): The system of claim 127 wherein the system is adapted to indicate a commitment to a selling practice by the one of the plurality of online entities in the one of the plurality of sectors of online marketplace.

Claim 130 (Withdrawn): The system of claim 129 wherein the selected one of the plurality of media objects is indicative of a commitment to a selling practice in the one of the plurality of sectors of the online marketplace.

Claim 131 (Withdrawn): The system of claim 128 requirements are based at least in part on another party's risk of dealing with the online entity in the online marketplace.

Claim 132 (Withdrawn): The system of claim 128 wherein the one of the plurality of sectors of the online marketplace is a travel sector.

Claim 133 (Withdrawn): The system of claim 128 wherein the one of the plurality of sectors of the online marketplace is an automotive sector.

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Claim 134 (Withdrawn): A method for notifying a seller in an online marketplace of buyer activity in the online marketplace, the method comprising:

receiving transaction monitoring parameters from the seller;

monitoring transactions within the online marketplace that involve the seller to identify transactions based on the parameters; and

alerting the seller to identified transactions.

Claim 135 (Withdrawn): The method of claim 134 wherein the parameters are related to buyer attributes.

Claim 136 (Withdrawn): The method of claim 134 wherein the parameters include at least one of a price, an experience level in the marketplace for a buyer, a transaction age, a buyer location, a length of time participating in marketplace for a buyer, an age an account in the online marketplace for a buyer.

Claim 137 (Withdrawn): The method of claim 134, wherein alerting the seller comprises alerting the seller via email.

Claim 138 (Withdrawn): The method of claim 134 further comprising providing online dispute resolution for identified transactions.

Claim 139 (Withdrawn): A system for notifying a seller in an online marketplace of buyer activity in the online marketplace, the system comprising:

a database to store transaction monitoring parameters received from the seller; and

a server to monitor transactions within the online marketplace that involve the seller to identify transactions based on the parameters, and alert the seller to identified transactions.

Claim 140 (Withdrawn): The system of claim 139 wherein the parameters are related to buyer attributes.

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Claim 141 (Withdrawn): The system of claim 139 wherein the parameters include at least one of a price, an experience level in the marketplace for a buyer, a transaction age, a buyer location, a length of time participating in marketplace for a buyer, an age an account in the online marketplace for a buyer.

Claim 142 (Withdrawn): The system of claim 139, wherein the server alerts the seller via email.

Claim 143 (Withdrawn): The system of claim 139 wherein the server refers identified transactions to an online dispute resolution system.

Claim 144 (Withdrawn): A method for providing transaction protection to buyers in an online marketplace for transactions involving a seller in the online marketplace, wherein the seller is in compliance with requirements for certification in the online marketplace, the method comprising:

receiving a request from the seller for third party transaction protection; and

indicating to the buyers that third party transaction protection is available for transactions involving the seller in the online marketplace.

Claim 145 (Withdrawn): The method of claim 144 wherein the third party transaction protection is provided by at least one of a seal issuer, an online marketplace, and an insurance company

Claim 146 (Withdrawn): The method of claim 144 wherein the requirements comprise at least one of requirements for participation in the online marketplace and requirements for issuance of a seal of certification in the online marketplace.

Claim 147 (Withdrawn): The method of claim 144 wherein the request indicates a requested level of third party protection, the method further comprising receiving payment from the seller, the amount of the payment a function of the requested level of third party protection.

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Claim 148 (Withdrawn): The method of claim 144 wherein the request indicates a requested level of third party protection, the method further comprising requiring the seller to commit to compliance with additional requirements to receive the requested level of third party protection.

Claim 149 (Withdrawn): The method of claim 144 further comprising requiring the seller to commit to online dispute resolution,

wherein indicating to the buyers that third party transaction protection is available comprises indicating to the buyers that third party transaction protection is available upon receiving a commitment to online dispute resolution from the seller.

Claim 150 (Withdrawn): The method of claim 144 wherein the online marketplace includes sub-marketplaces, the method further comprising providing corresponding levels of third party protection for the seller based for the sub-marketplaces.

Claim 151 (Withdrawn): The method of claim 144 further comprising receiving a display preference from the seller,

wherein indicating that third party protection is available comprises selectively indicating to buyers that third party protection is available based on the display preference.

Claim 152 (Withdrawn): The method of claim 144 wherein indicating to the buyers that third party transaction protection is available comprises displaying a media object associated with the seller to indicate that third party transaction protection is available for transactions involving the seller.

Claim 153 (Withdrawn): The method of claim 152 wherein the media object comprises a seal of certification.

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Claim 154 (Withdrawn): The method of claim 152 further comprising:

identifying an interaction of one of the buyers with the media object; and

providing information relating to the third party protection to the buyer in response to the interaction.

Claim 155 (Withdrawn): The method of claim 152 further comprising:

identifying an interaction of one of the buyers with the media object; and

directing the buyer to an online dispute resolution system to allow the buyer to make a claim against the third party protection.

Claim 156 (Previously Presented): The method of claim 55, further comprising displaying the media object as a portion of results from the search engine.

Claim 157 (Canceled).

Claim 158 (Previously Presented): The method of claim 74, further comprising displaying the media object as a portion of results from a search engine.

Claim 159 (Previously Presented): The method of claim 74, further comprising automatically restricting display of the online entity as a result of a search engine when the online entity fails to comply with the selling practice.

Claim 160 (Previously Presented): The method of claim 76 wherein the buyer guarantee is monetary.

Claim 161 (Previously Presented): The method of claim 76 wherein the buyer guarantee is service delivery monetarily backed.

Claim 162 (Previously Presented): The method of claim 76, wherein the buyer guarantee comprises a guarantee provided by a third party.

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Claim 163 (Previously Presented): The system of claim 83, wherein the server controls the display of the media object as a portion of results from a search engine.

Claim 164 (Previously Presented): The system of claim 83, wherein monitoring compliance comprises monitoring historical or current marketplace data.

Claim 165 (Previously Presented): The system of claim 164, wherein the marketplace data comprises a reputation rating of the online entity.

Claim 166 (Previously Presented): The system of claim 164, wherein the marketplace data comprises sales characteristics of the online entity.

Claim 167 (Previously Presented): The system of claim 83, wherein the server automatically restricts display of the online entity as a result of a search engine based on compliance with the selling practice.

Claim 168 (Previously Presented): The system of claim 85 wherein the buyer guarantee is monetary.

Claim 169 (Previously Presented): The system of claim 85 wherein the buyer guarantee is service delivery monetarily backed.

Claim 170 (Previously Presented): The system of claim 85, wherein the buyer guarantee comprises a guarantee provided by a third party.

Claim 171 (Previously Presented): The method of claim 55, wherein the commitment to the selling practice comprises at least one of a commitment to participate in a post-sale online dispute resolution process, a commitment to disclose a post-sale service policy, or a commitment to a buyer guarantee that addresses post-sale buyer dissatisfaction.

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Claim 172 (Previously Presented): The method of claim 55, wherein the commitment to the selling practice comprises a commitment to participate in a post-sale online dispute resolution process.

Claim 173 (Previously Presented): The method of claim 74, wherein the commitment to the selling practice comprises at least one of a commitment to participate in a post-sale online dispute resolution process, a commitment to disclose a post-sale service policy, or a commitment to a buyer guarantee that addresses post-sale buyer dissatisfaction.

Claim 174 (Previously Presented): The method of claim 74, wherein the commitment to the selling practice comprises a commitment to participate in a post-sale online dispute resolution process.

Claim 175 (Previously Presented): The system of claim 83, wherein the commitment to the selling practice comprises at least one of a commitment to participate in a post-sale online dispute resolution process, a commitment to disclose a post-sale service policy, or a commitment to a buyer guarantee that addresses post-sale buyer dissatisfaction.

Claim 176 (Previously Presented): The system of claim 83, wherein the commitment to the selling practice comprises a commitment to participate in a post-sale online dispute resolution process.

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Claim 177 (Currently Amended): A method of communicating a commitment made by an online entity in an online marketplace to a selling practice, the commitment communicated to potential buyers in the online marketplace, the method comprising:

accepting the commitment by the online entity in the online marketplace to the selling practice prior to any interaction in the online marketplace between the online entity and the potential buyer;

after accepting the commitment, delivering a media object representative of the commitment and comprising an electronic seal of certification to devices for presentment to the potential buyers as part of a listing in the online marketplace for an item for sale by the online entity;

automatically and periodically monitoring compliance of the online entity to the commitment during previous interactions with previous buyers; and

updating the media object to indicate lack of compliance with the selling practice when the monitoring step indicates lack of compliance with the selling practice,

wherein the commitment to the selling practice comprises at least one of a commitment to participate in a post-sale online dispute resolution process, a commitment to disclose a post-sale service policy, or a commitment to a buyer guarantee that addresses post-sale buyer dissatisfaction.

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